

Message Text

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PAGE 01 BANJUL 00246 171028Z
ACTION CU-05

INFO OCT-01 AF-10 ISO-00 USIE-00 /016 W
-----064383 180317Z /70
R 170948Z FEB 78
FM AMEMBASSY BANJUL
TO SECSTATE WASHDC 5185
INFO AMEMBASSY DAKAR POUCH

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DEPARTMENT FOR AF AND CU/AF

DEPARTMENT PASS USIA/IAA

FROM CHARGE, WITH CONCURRENCE AMBASSADOR COHEN

E.O. 11652: N/A
TAGS: SCUL SOPN GA
SUBJECT: INTERNATIONAL COMMUNICATIONS AGENCY PLANNING FOR NON-USIS
EMBASSIES

1. AS USIA AND CU PROCEED WITH THEIR MERGER INTO A CONSOLIDATED COMMUNICATIONS AGENCY, THOUGHT SHOULD BE GIVEN TO THE ROLE THIS NEW AGENCY MUST PLAY AT EACH US EMBASSY WORLD-WIDE. JUST AS EVERY EMBASSY ISSUES VISAS, PROTECTS AMERICAN CITIZENS, FACILITATES COMMERCIAL EXCHANGE, AND CONDUCTS BILATERAL NEGOTIATIONS WITH THE HOST COUNTRY, IT ALSO HAS INFORMATIONAL AND CULTURAL RESPONSIBILITIES. WHETHER OR NOT USIS PERSONNEL ARE ASSIGNED TO AN EMBASSY, EACH MISSION IS TASKED TO DISSEMINATE INFORMATION AND, INsofar AS POSSIBLE, FACILITATE A WIDE RANGE OF CULTURAL EXCHANGE. HISTORICALLY, CU AS PART OF THE DEPARTMENT, HAS BEEN FULLY SUPPORTIVE OF CULTURAL EXCHANGE PROGRAMS AT THIS MISSION.

USIA, PRESUMABLY BECAUSE IT LACKS PERSONNEL AT THIS POST, HAS NOT PROVIDED ADEQUATE SUPPORT FOR EMBASSY-INITIATED INFORMATIONAL
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PROGRAMS.

2. USIA MUST BE CREDITED WITH HAVING ESTABLISHED A VERY MODEST BUDGET FOR THIS POST IN FY-77. SUPPORT HAS CONTINUED AT THE SAME LEVEL IN FY-78. THESE FUNDS HAVE BEEN USED TO HIRE ONE FSL, TO PURCHASE A FEW BOOKS AND OTHER MATERIALS, TO ENHANCE AN EMBASSY READING ROOM, TO EXPAND A MODEST FILM LIBRARY, AND TO PROVIDE A

STUDENT COUNSELLING SERVICE. THESE ACTIVITIES WERE UNDERTAKEN SOLELY AT EMBASSY INITIATIVE, AND IN THE ABSENCE OF ANY PROFESSIONAL INPUT BY USIS PERSONNEL. THE EMBASSY HAS BEEN PARTICULARLY HANDICAPPED REGARDING RAPID DISSEMINATION OF TEXTS, SUCH AS PRESIDENTIAL ADDRESSES, BECAUSE NO SYSTEM APPARENTLY EXISTS TO TRANSMIT IMPORTANT ITEMS TO ISOLATED NON-USIS MISSIONS ON A TIMELY BASIS.

3. HOPEFULLY THE NEW AGENCY WILL DETERMINE AT ITS INCEPTION THAT IT HAS A WORLD-WIDE MANDATE, WITH CLEAR RESPONSIBILITIES FOR EACH AND EVERY US EMBASSY. IT SHOULD UNDERTAKE A CAREFUL SURVEY OF WHAT IS NEEDED AT EMBASSIES WHICH LACK RESIDENT USIS PERSONNEL, AND DEVELOP MEANINGFUL PROGRAMS FOR SUCH POSTS. SUCH PROGRAMS SHOULD THEN BE SUPPORTED BY ADEQUATE FUNDS AND MEANINGFUL PROFESSIONAL INPUT. PERHAPS LARGER USIS POSTS CAN BE SPECIFICALLY TASKED TO LEND NECESSARY SUPPORT TO NEARBY EMBASSIES LACKING USIS PERSONNEL. THE OBJECT OF THIS EXERCISE WOULD NOT BE TO ADD TO THE BURDENS OF ONE OR MORE NON-USIS INDIVIDUALS AT A SMALL EMBASSY, BUT TO DEVELOP, SUPERVISE, AND MONITOR A MEANINGFUL USIS PROGRAM WHICH IS SCALED TO SUIT THE LOCAL SITUATION.

4. IF THE BANJUL EXPERIENCE IS AN EXAMPLE OF HOW USIA DEALS WITH SMALL NON-USIS MISSION EMBASSIES, THE INTERNATIONAL COMMUNICATIONS AGENCY SHOULD REVIEW ITS RELATIONSHIP WITH SUCH POSTS AT THE EARLIEST OPPORTUNITY. IN SHORT, THERE SHOULD BE NO STEP-CHILDREN WITHIN THE WORLD-WIDE FAMILY OF AMERICAN EMBASSIES. EACH EMBASSY, LIMITED OFFICIAL USE

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WHATEVER ITS SIZE, MUST HAVE THE TOOLS TO OPERATE A MEANINGFUL INFORMATION PROGRAM. THESE COMMENTS ARE OFFERED TO THOSE WHO ARE ASSEMBLING THE NEW AGENCY NOT AS A CRITICISM OF WHAT HAS HAPPENED IN THE PAST, BUT AS A CHALLENGE TO INSURE THAT UNIVERSALITY WILL PREVAIL IN THE FUTURE ACTIVITIES OF ICA.
WYGANT

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EMBASSIES
Control Number: n/a
Copy: SINGLE
Draft Date: 17 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 20 Mar 2014
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANJUL00246
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780075-0161
Format: TEL
From: BANJUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780244/aaaabkof.tel
Line Count: 100
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1e6147d5-c288-dd11-92da-001cc4696bcc
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28 apr 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3566894
Secure: OPEN
Status: NATIVE
Subject: INTERNATIONAL COMMUNICATIONS AGENCY PLANNING FOR NON-USIS EMBASSIES
TAGS: SCUL, SOPN, AMGT, GA
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/1e6147d5-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014